



WXYZ

ORDER

Print Date 08/17/12

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Flight Dates **10/15/12-10/21/12**

Contract / Revision **304488 /** **Stabenow for Senate 2012**

Original Date / Revision Agency Com 15%

07/12/12 08/02/12 Billing Contact

Advertiser **Stabenow / Democrat / Sena**
Agency **Media Strategies & Research**
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Buying Contact
Sales Office WXYZN
Sales Region NAT
Agency Ref

Primary Account Executive
 Steve Kopicki

Account Executive	Order%	Start Date	End Date
Steve Kopicki	100%		

Order Sep 00:20:00

Estimate # **11274**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-4

Advertiser Ref

Order Share 30% Market Value 408416

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	70%	285891
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	77	\$104,146.25	\$122,525.00	0.00	10/01/12	10/21/12	77	\$104,146.25	\$122,525.00
Totals	77	\$104,146.25	\$122,525.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WXYZ	10/15/12	10/21/12	5am News M-F 5am News M-F	CM	5-6am M-F	M-WT---	:30	3	\$250.00	P-4	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-WT---		3		\$250.00		0.00					
E 2	WXYZ	10/15/12	10/21/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWTF--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	MTWTF--		5		\$900.00		0.00					
E 3	WXYZ	10/15/12	10/21/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	10	\$900.00	P-3	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WXYZ

Print Date: 08/17/12

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Contract / Revision **304488** Flight Dates **10/15/12-10/21/12**

Hiatus Dates

Original Date / Revision 07/12/12/ 08/02/12

Order Sep 00:20:00

Advertiser **Stabenow / Democrat / Sen** Product **Stabenow for Senate 2012** Estimate # **11274**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WXYZ	10/15/12	10/21/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	10	\$900.00	P-3	0.00 NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWTF--					10	\$900.00		0.00		
E 4	WXYZ	10/20/12	10/20/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$225.00	P-4	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S-					1	\$225.00		0.00		
E 5	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$275.00	P-4	0.00 NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S-					1	\$275.00		0.00		
E 6	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$250.00	P-4	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S					1	\$250.00		0.00		
E 7	WXYZ	10/21/12	10/21/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$250.00	P-4	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S					1	\$250.00		0.00		
E 8	WXYZ	10/15/12	10/21/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	---T---	:30	1	\$325.00	P-4	0.00 NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---T---					1	\$325.00		0.00		
E 9	WXYZ	10/15/12	10/21/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	M-----	:30	1	\$300.00	P-4	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	M-----					1	\$300.00		0.00		
E 10	WXYZ	10/15/12	10/21/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	-T--F--	:30	2	\$500.00	P-4	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-T--F--					2	\$500.00		0.00		
E 11	WXYZ	10/15/12	10/21/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	MTWTF--	:30	5	\$600.00	P-4	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWTF--					5	\$600.00		0.00		
E 12	WXYZ	10/15/12	10/21/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-TWTF--	:30	4	\$600.00	P-4	0.00 NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-TWTF--					4	\$600.00		0.00		
E 13	WXYZ	10/15/12	10/21/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF--	:30	5	\$1,200.00	P-3	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWTF--					5	\$1,200.00		0.00		
E 14	WXYZ	10/15/12	10/21/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTWTF--	:30	5	\$1,300.00	P-3	0.00 NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWTF--					5	\$1,300.00		0.00		
E 15	WXYZ	10/15/12	10/21/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	5	\$1,200.00	P-3	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WXYZ

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Contract / Revision **304488** Flight Dates **10/15/12-10/21/12**

Hiatus Dates

Original Date / Revision 07/12/12/ 08/02/12

Order Sep 00:20:00

Advertiser **Stabenow / Democrat / Sen** Product **Stabenow for Senate 2012** Estimate # **11274**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WXYZ	10/15/12	10/21/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					5	\$1,200.00		0.00			
E 16	WXYZ	10/15/12	10/21/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	MTWTF--	:30	5	\$2,000.00	P-3	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					5	\$2,000.00		0.00			
E 17	WXYZ	10/15/12	10/15/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$10,000.00		0.00			
E 18	WXYZ	10/15/12	10/21/12	Tuesday Prime A Tuesday Prime A	CM	8-9pm Tuesday	-T-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$10,000.00		0.00			
E 19	WXYZ	10/15/12	10/21/12	Wednesday Prime B Wednesday Prime B	CM	9-10pm Wednesday	--W----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$10,000.00		0.00			
E 20	WXYZ	10/17/12	10/17/12	Wednesday Prime C Wednesday Prime C	CM	10-11pm Wednesday	--W----	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$2,500.00		0.00			
E 21	WXYZ	10/15/12	10/21/12	Thursday Prime C Thursday Prime C	CM	10-11pm Thursday	---T---	:30	1	\$3,500.00	P-4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$3,500.00		0.00			
E 22	WXYZ	10/15/12	10/21/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$1,400.00	P-4	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,400.00		0.00			
E 23	WXYZ	10/15/12	10/21/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,800.00		0.00			
E 24	WXYZ	10/15/12	10/21/12	Sunday Prime C Sunday Prime C	CM	9-10pm Sunday	-----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$3,000.00		0.00			
E 25	WXYZ	10/15/12	10/21/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	MTWTF--	:30	5	\$2,500.00	P-3	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					5	\$2,500.00		0.00			
E 26	WXYZ	10/15/12	10/21/12	11pm News Sat 11-1130pm Sa	CM	11-1130pm Sat	-----S-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$2,500.00		0.00			
E 27	WXYZ	10/15/12	10/21/12	11pm News Sun	CM	11-1130pm Late N	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11-1130pm Sun															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S			1			\$2,500.00			0.00		
E 28	WXYZ	10/15/12	10/21/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	M--T---	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	---T---			1			\$750.00			0.00		
N 29	WXYZ	10/15/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm	Sun-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S			1			\$500.00			0.00		
N 30	WXYZ	10/15/12	10/21/12	Monday Prime C Monday Prime C	CM	10-11pm	Monday M-----	:30	1	\$2,800.00	P-4	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	M-----			1			\$2,800.00			0.00		
N 31	WXYZ	10/15/12	10/21/12	Tuesday Prime C Tuesday Prime C	CM	10-11pm	Tuesday -T-----	:30	1	\$2,800.00	P-4	0.00	NM	1	\$2,800.00
Dancing Results															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-----			1			\$2,800.00			0.00		
N 32	WXYZ	10/15/12	10/21/12	Friday Prime B Friday Prime B	CM	9-10pm	Friday ----F--	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	----F--			1			\$2,000.00			0.00		
N 33	WXYZ	10/15/12	10/21/12	Sunday Prime D Sunday Prime D	CM	10-11pm	Sunday -----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S			1			\$3,000.00			0.00		
N 34	WXYZ	10/15/12	10/21/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M----F--	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	----F--			1			\$200.00			0.00		
Totals														77	\$122,525.00